

## **FORSCOM BENCHMARK**

1. **Identify the idea, initiative, or current process.** Streamline the process of conducting Market Research.
2. **Identify the place of origination (where or from whom you got the idea).** Fort Bragg, North Carolina (original idea). Contact Jeanette Davis, DSN 236-4362 or commercial (910) 396-4362, ext 226 for additional information.
3. **Explain how you expanded and enhanced the idea.** In an effort to streamline the process of conducting Market Research, specifically in support of the Readiness Business Center Commercial Activities Study (RBC CA), contractors were directed in a Commerce Business Daily (CBD) Sources Sought Synopsis to access the Installation Business Center – Contracting, Fort Bragg homepage. Posted to the Fort Bragg home page was a description of the OMB Circular A-76 Cost Comparison Study, scope of the requirement, period of performance/estimated value and instructions for downloading and submitting the attached market survey.
4. **Describe benefits/values derived from your efforts.** The purpose of the Market Survey was to determine the size, status, and capability of industry relative to direct experience in providing Logistical Support Services as well as commerciality of the services themselves. By providing the Market Survey concurrently with the Sources Sought Synopsis and posting the market survey to the Fort Bragg homepage, a much larger vendor base could be reached more quickly, to include local vendors who may not be familiar with the Commerce Business daily. This practice was so successful that it will become standard practice for the conduct of Market Research for this office.